

receive a user-initiated request for complementary service description from a requesting wireless communication apparatus having received at least one of the one or more advertising messages,

establish, in response to said user-initiated request, a wireless short-range point-to-point connection with the requesting wireless communication apparatus for providing supplementary information for obtaining complementary service description regarding said advertised service to supplement the preliminary service description, and

transmit said supplementary information via said point-to-point wireless connection to the requesting wireless communication apparatus.

2. A wireless communication apparatus according to claim 1, wherein said preliminary service description comprises one or more of the following:

- a data field indicative of a service category,
- one or more data fields indicative of type of information available as the complementary service description,
- a data field indicative of a preliminary description type, and
- a data field descriptive of the name of the service.

3. A wireless communication apparatus according to claim 1, wherein said supplementary information comprises the complementary service description.

4. A wireless communication apparatus according to claim 1,

- wherein said supplementary information comprises information that enables constructing a uniform resource identifier, URI, for obtaining one or more executable instructions that, when executed, cause the requesting wireless communication apparatus to send one or more further requests for complementary service description to the wireless communication apparatus, and
- wherein the wireless communication apparatus is further caused to transmit the complementary service description to the requesting wireless communication apparatus in response to said one or more further requests for complementary service description.

5. A wireless communication apparatus according to claim 1, wherein said complementary service description comprises one or more of the following:

- a data field indicative of a uniform resource locator, URL, that is arranged to provide access to the service,
- a data field indicative of a name or an address of a device that is arranged to provide the service.

6. A wireless communication apparatus according to claim 1, further caused to close the wireless point-to-point connection with the second wireless communication apparatus in response to completion of transmission of the complementary service description.

7. A wireless communication apparatus according to claim 1, further caused to reject any additional request for the complete service description from any further requesting wireless communication apparatus while in communication with said requesting wireless communication apparatus.

8. A wireless communication apparatus according to claim 1, further caused to refrain from broadcasting the one or more advertising messages while in communication with said requesting wireless communication apparatus.

9. A communication arrangement comprising

- a first wireless communication apparatus for providing service description, and

- a second wireless communication apparatus for acquiring said service description,

wherein the first wireless communication apparatus is configured to broadcast, via a wireless communication channel, one or more advertising messages comprising a preliminary service description regarding a service accessible at a remote server apparatus, the preliminary service description configured to cause associated service indication on a user interface of a wireless communication apparatus receiving at least one of the one or more advertising messages,

wherein the second wireless communication apparatus is configured to receive, via the wireless communication channel, at least one of said advertising messages and extract information from the preliminary service description received in said at least one advertising message,

wherein the second wireless communication apparatus is configured to provide the extracted information for presentation in the user interface to provide a user with a possibility to make a selection that causes requesting complementary service description regarding said advertised service,

wherein the second wireless communication apparatus is configured to send, in response to the selection by the user, a request for the complementary service description to the first wireless communication apparatus,

wherein the first wireless communication apparatus is configured to establish, in response to said user-initiated request, a wireless short-range point-to-point connection with the second wireless communication apparatus for providing supplementary information for obtaining, from the first wireless communication apparatus, said complementary service description to supplement the preliminary service description and transmit said supplementary information via said point-to-point wireless connection to the second wireless communication apparatus, and

wherein the second wireless communication apparatus is configured to receive said supplementary information via said wireless point-to-point connection and apply the supplementary information to acquire said complementary service description.

10. A communication arrangement according to claim 9, wherein said supplementary information comprises the complementary service description, and

wherein said applying comprises merging said complementary service description to the preliminary service description to supplement the preliminary service description.

11. A communication arrangement according to claim 9, wherein the first communication apparatus is further configured to reject any additional request for the complementary service description from any further second wireless communication apparatus while in communication with said second wireless communication apparatus.

12. A communication arrangement according to claim 9, wherein the first communication apparatus is further configured to refrain from broadcasting the one or more advertising messages while in communication with said second wireless communication apparatus.

13. A method comprising

- broadcasting, from a beacon apparatus via a wireless communication channel, one or more advertising messages